

***NATIONAL MARINE FISHERIES SERVICE POLICY DIRECTIVE 39-101
JULY 5, 1995***

External Communications and Affairs

CUSTOMER SERVICE AND PUBLIC OUTREACH POLICY

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SUMMARY OF REVISIONS:



UNITED STATES DEPARTMENT OF COMMERCE
National Oceanic and Atmospheric Administration
NATIONAL MARINE FISHERIES SERVICE
1335 East-West Highway
Silver Spring, MD 20910
THE DIRECTOR

JUL 5 1995

MEMORANDUM FOR: All NMFS Employees
FROM: Rolland A. Schmitten *RAF*
SUBJECT: New Customer Service and Public Outreach Policy

I am announcing that, effective immediately, NMFS will aggressively move forward with a new policy of customer service and public outreach. Actions I am laying out today are based on recommendations of the Agency Image and External Communications Charter Team and recently approved by the Transition Board; recommendations that I strongly support.

As many of you may know, this work stemmed from our own Agency's intensive organizational review of how NMFS does business. High on the list of areas in need of improvement was the way in which we serve and communicate with our constituents and the public. According to the research done by the Organization Review and Image Charter teams, the Agency's multiple roles in managing resources, enforcing regulations and conducting critical conservation research are not clearly understood by all segments of our customer base. Furthermore, we have not aggressively challenged the perceptions that the Agency is unresponsive and inaccessible. I intend to change that with your help. Therefore, I am launching an integrated campaign to improve service to our constituents and the public. Even in this time of re-organization and government-wide fiscal constraint, we can be very certain of one thing, service to the people who have entrusted us with the protection of their living marine resources must be our highest priority.

To accomplish this, I am implementing the following actions:

- o Each Regional Administrator is appointing a person to serve full-time on an interim public affairs team ('Tiger-Shark Team') for a period of 6 months. These persons will be experienced in media and public outreach. A team member will also be appointed from NMFS headquarters, and one person each from NOAA Public Affairs and NOAA Legislative Affairs will also participate.
- o Hilda Diaz-Soltero, Director of the Southwest Region will guide the activities of the Tiger-Shark Team, act as primary liaison with the Transition Board, and has decision authority to expedite the development and execution of this program.



- o The Team will promote use of the formal agency statement, and customer policy (attached) informal name change to "NOAA Fisheries", the motto "NOAA Fisheries: Conserving Our Nation's Living Oceans", and facilitate the development of a NOAA Fisheries logo (in concert with ongoing employee involvement in the 125th Anniversary activities).
- o The Team will produce a new agency pamphlet and other outreach materials necessary to achieve our customer service and outreach goals.
- o The interim Tiger-Shark Team will begin immediate implementation of the new policy as we move forward to create an ongoing agency capability in the areas of constituent and public outreach. Permanent regional outreach offices will be setup and staffed, and will take over the job of improving our external communications.

Attachment

**NOAA Fisheries
Customer Service Policy**

NOAA Fisheries Customers shall receive:

- C Consistent and Courteous Communications
from NOAA Fisheries Employees.**
- U Undivided personal attention from employees.**
- S Service that is timely and focused on customer needs.**
- T Truthful service that earns the customer's Trust.**
- O Outstanding products and services.**
- M Minimum response time and guaranteed follow-through.**
- E Excellence and integrity from all employees.**
- R Responsibility from NOAA Fisheries employees for
stewardship of our Nation's ocean resources.**

**PROPOSED
AGENCY STATEMENT**

Our Nation's living marine resources belong to all Americans. NOAA Fisheries is entrusted with conserving and managing the fish, sea turtles, whales, seals, dolphins and other marine animals that live in our oceans. We work on behalf of all Americans to manage and sustain the Nation's marine life and habitats.

NOAA Fisheries advocates the sustained use of living marine resources. These uses include commercial and recreational fishing, observation, and research. We support maximizing benefits to the Nation, while not threatening the continued existence of species and their habitat. We work with all segments of the public to balance competing needs and interests in the use and enjoyment of ocean resources.

NOAA Fisheries is responsible for ensuring that the best scientific information is used in management decisions. Our data collection and research are conducted in a broad range of scientific disciplines, including the natural and social sciences. Our scientists conduct high-quality research that is peer-reviewed both nationally and internationally. They contribute to the design of innovative management approaches, enhanced by technological improvements in monitoring and enforcement.

NOAA Fisheries supports open and honest exchange of information. Effective communication is essential in the development and support of successful resource management and conservation policies. We believe that an informed public can help us reach attainable and measurable objectives.

NOAA Fisheries' employees are our most important asset. We believe our competence, creativity, commitment, diversity, and innovation are vital to the Nation's interests in fishery conservation. As NOAA Fisheries employees, we are accountable for our performance.

NOAA Fisheries is fundamentally dedicated to maintaining the Nation's marine heritage by ensuring the existence of productive, diverse, and healthy ocean ecosystems.